

**Economic Development & Improvement Commission**  
**Regular Meeting – Thursday September 10, 2009 – 12:00 Noon**  
Town Manager's Conference Room, First Floor, Town Hall

**MINUTES**

**1. Call To Order**

**2. Attendance and Quorum (6 members required)**

Members in attendance: Chair Howard Greenblatt, Dorcas McHugh, Ken Rizzio, Bill Knapp, Rick Willard, Joan Hughes, Doug Sacks, John Adamian, Betty Rosania, Rene Ortega, Jay Amoruso and Betty Standish.

Members absent: Brian Silver, Jonah Evenson and Chris Lyons.

Also in attendance: Jeff Bridges – Town Manager; Peter Gillespie – Economic Development Manager/Town Planner; Denise Bradley – Assistant Planner; and Rae Ann Palmer – Assistant to the Town Manager.

**3. Old Business**

a. Farmer's Market – Doug Sacks discussed the status of the budget to date and noted that he expects the Market will finish the season with a profit of \$1,500. The Wethersfield Label soda from Avery's will continue to be sold during off season events. \$100 of soda was donated to the Wethersfield Police Department for use in a fundraiser to benefit childhood cancer. Betty Rosania asked if there are plans for a winter market and Doug Sacks responded that he would work on this effort if a venue is found and additional volunteers secured. He noted that the last outdoor market will be held on October 22<sup>nd</sup> and that he still needs help with setup, breakdown and placement/removal of signage. Howard Greenblatt suggested soliciting help from high school students who could use the hours to fulfill community service requirements. Rick Willard suggested students from the ESL program and also noted that Jenna DeLay should be recognized for all her efforts at the Salute to Business event.

b. Business Visitation Program – Peter Gillespie reported that the returns have been disappointing and noted that it is one of the EDIC's key initiatives to find out if there is anything we can do to support the efforts of local business. He asked that the members complete their assignments.

c. Shop Local – Peter Gillespie reported that there has been a good response so far and that a reminder to those who do not return will be sent out in the upcoming weeks. The responses have begun to be collated and a list of owners who expressed interest in the Shop Local program will be compiled.

- d. Wayfinding Signage Status Report – Peter Gillespie discussed the status of the subcommittee’s findings. He noted that they are coming close to choosing a final design and that the intent is to see the signs installed in the early part of next year.
- e. Façade Improvement Loan – Pelton’s Home Health Care Status – Peter Gillespie reported that the façade demolition and improvement project is finally underway. A brief discussion ensued regarding the importance of EDIC sponsored project signage and Betty Rosania made a motion to purchase four (4) new signs. Ken Rizzio seconded the motion and all voted in favor.
- f. Façade Improvement Applications and Status Report – Peter Gillespie reported that the program is getting down to the last of its funding. He noted several inquiries made regarding the program and that he is waiting for detailed plans from Subway.
- g. Town Calendar and Business Directory – Response To RFP’s – Peter Gillespie reported on information related to the RFP, the receipt of three (3) proposals and detailed and comparison. Bill Knapp made a motion to support Life Publications. Joan Hughes seconded the motion and all voted in favor.

#### 4. New Business

- a. Breakfast Meeting/Forum – October 1
- b. Cornfest 2009 – September 12 – Peter Gillespie reported that there will be an EDIC booth and asked for volunteers to man the table. Doug Sacks, Howard Greenblatt, Rene Ortega and Jay Amoruso volunteered.
- c. Salute To Business – Peter Gillespie noted that the Salute will be held on December 8<sup>th</sup> at the Wethersfield Country Club and asked for volunteers for an event sub-committee. Howard Greenblatt, Betty Rosania and Joan Hughes volunteered.
- d. Project Liaison’s – A brief discussion ensued regarding the designation of project liaisons and facilitating ongoing relationships with businesses after initial visitations.

#### 5. Reports - Town Manager's Report – Rae Ann Palmer reported on the following:

- Town Manager meeting with the Silas Robbins Bed & Breakfast
- Community Outreach Program
- Comstock Ferre
- Northeast Utilities

Town Council Liaison's Report – No report was given.

Planning & Zoning Commission Liaison's Report – No report was given.

Tourism Commission Liaison’s Report – No report was given.

Redevelopment Agency Liaison Report – Peter Gillespie reported on the highlights from the September 9<sup>th</sup> meeting.

Chamber of Commerce Liaison’s Report – No report was given.

Director of Planning and Economic Development's Report – Peter Gillespie reported on  
September Monthly Economic Development Report.

**6.** Chairman's Report – No report was given.

**7.** Sub-Committee Reports - Marketing and Communications – No report was given.

Financial Strategies – No report was given.

**8.** Minutes- August 13, 2009 Meeting – John Adamian made a motion to approve the minutes. Ken Rizzio seconded the motion and all voted in favor.

**9.** Next Meeting – October 8, 2009

**10.** Correspondence

**11.** Adjournment

Respectfully submitted,

Denise Bradley, Assistant Planner